

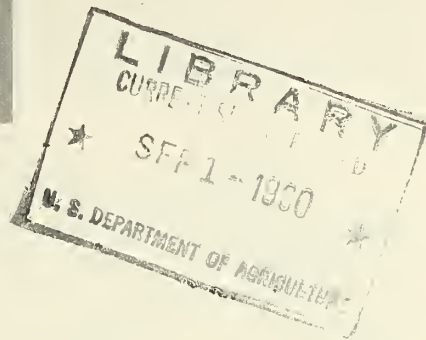
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CONSUMER PURCHASES OF



# SELECTED FRUITS AND JUICES

FEBRUARY 1960

CPFJ- 97

U. S. DEPARTMENT OF AGRICULTURE  
AGRICULTURAL MARKETING SERVICE  
IN COOPERATION WITH  
THE FLORIDA CITRUS COMMISSION

## PREFACE

This report presents estimated total household consumer purchases of fresh oranges and grapefruit, frozen concentrated juices, chilled orange juice, canned juices, and canned fruit drinks. These data represent projections to national totals based on reported purchases, and related information, from a representative national sample of approximately 6,000 household consumers.

A committee of the Florida industry working with representatives of the U. S. Department of Agriculture and the Market Research Corporation of America has reviewed the accuracy of the data presented in this series of reports. Based on experience and comparison with packers' reports, Bureau of Census stock reports, and estimates of use other than by householders, the committee agreed that projection of purchases by the Market Research Corporation of America consumer panel to a national total basis results in some overestimate of purchases of frozen concentrated orange juice and canned single-strength grapefruit juice. However, for each of these products, these data are considered as reliable indicators of both trends and relative changes in household purchases from one period to another.

The cost of obtaining the consumer purchase data in the 1959-60 season will be defrayed largely by the Florida Citrus Commission, with some contribution from the California Prune Advisory Board. Heretofore, the Department cooperated with fruit industry groups in paying these costs. The Department will continue to analyze the data and publish reports as it has done during the past 10 years.

All data for single months in the report are based on 4-week periods (28 days) in order to permit comparisons between periods of equal length.

April 1960

Based on data collected by the Market Research Corporation of America.

# CONTENTS

	<u>Page</u>
Summary.....	5
Frozen and chilled juices.....	5
Canned single-strength juices.....	6
Canned single-strength fruit drinks.....	8
Fresh and canned fruit.....	8

## Tables and Figures

### Purchases, percentage of families buying, and prices paid

<u>Table</u>	<u>Figure</u>		
1		Summary.....	10
2		Equivalent purchases of orange products.....	11
3		Equivalent purchases of grapefruit products.....	11
4	1	Frozen concentrated orange juice.....	12
5	2	Chilled orange juice.....	13
6	3	Single-strength orange juice.....	14
7	4	Single-strength grapefruit juice.....	15
8	5	Pineapple juice.....	16
9	6	Prune juice.....	17
10	7	Tomato juice.....	18
11		Miscellaneous and total single-strength juices.....	19
12		Miscellaneous concentrated juices and miscellaneous single-strength fruit drinks.....	19
13	8	Single-strength orange drink.....	20
14	9	Pineapple-grapefruit drink.....	21
15	10	Fresh oranges.....	22
16	11	Fresh grapefruit.....	23
17	12	Canned grapefruit sections.....	24
	13	Percentage of families buying oranges and grapefruit...	25
	14	Percentage of families buying single-strength fruit juices.....	26
18		Fresh tangerines.....	27





CONSUMER PURCHASES OF SELECTED FRUITS AND JUICES  
FEBRUARY 1960

By Clive E. Johnson  
Market Development Research Division  
Agricultural Marketing Service

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: The data in this report represent estimated total purchases :  
: by household consumers only and do not include those by hotels, :  
: restaurants, hospitals, or other institutional outlets. Data for :  
: single months are for 4-week periods (28 days) to permit compari- :  
: sons between periods of equal length. :

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SUMMARY

Household consumers purchased more of the selected fruits and juices in February 1960 than a year earlier. Expenditures also were greater, though lower prices were paid for processed products. Frozen concentrated orange juice and canned single-strength orange juice were bought in substantially greater volume than in February 1959, and amounts spent rose considerably. Purchases of canned grapefruit juice, pineapple-grapefruit drink, and miscellaneous frozen concentrated juices were up about 10 percent. Lesser gains were reported for other processed products, except canned orange drink, canned grapefruit sections, and miscellaneous canned juices.

Purchases of and prices paid for fresh oranges were moderately higher than a year earlier. Somewhat higher purchases and prices were also reported for fresh grapefruit.

Of the total retail expenditure for selected fruits and juices in February, about 40 percent was for oranges, grapefruit, tangerines, and canned grapefruit sections, 25 percent for frozen concentrated juices, 23 percent for canned single-strength juices, 9 percent for canned fruit drinks, and 3 percent for chilled orange juice.

FROZEN AND CHILLED JUICES

EXPENDITURES FOR  
FROZEN ORANGE  
CONCENTRATE UP 23  
PERCENT FROM AVERAGE

Household consumers bought 5.4 million gallons of frozen concentrated orange juice in February 1960, the largest quantity yet reported for the month. <sup>1/</sup> This was an increase of 23 percent over the relatively low volume of a year earlier, and a moderate gain over the pre-freeze (1954-56) February average. Purchases averaged 8 6-ounce cans for the 28 percent of the Nation's families that bought, compared with a purchase of 7 cans by 26 percent of families in February 1959.

Retail expenditures, with prices averaging 18.2 cents per 6-ounce can, totaled \$21 million, 9 percent more than in February 1959 when prices were 20.5 cents; expenditures were 23 percent more than the 1954-56 February average when prices were 15.5 cents per can. On the average, a buying family

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<sup>1/</sup> Data in this report are for 28-day periods to facilitate comparisons.

spent \$1.45 for the product, 3 cents more than in the corresponding month of 1959 (table 4).

MISCELLANEOUS  
CONCENTRATES  
GAIN IN VOLUME

About 717,000 gallons of frozen concentrated juices other than orange were bought for household use in February. Buying was up 9 percent from February 1959 in contrast to comparatively small purchases made in most months of the preceding year. Total purchases for the season, beginning with October 1959, were 15 percent behind the corresponding 5 months of 1958-59. Retail prices for these products averaged 18.9 cents per 6-ounce can, 0.7 cent less than a year earlier (table 12).

MORE FAMILIES BUY  
CHILLED ORANGE  
JUICE

The proportion of families buying chilled orange juice continued to increase in February, and purchases rose to equal those of a year earlier for the first time in several months. The season's purchase through February was about 10 percent behind the corresponding period a year earlier. About 5 percent of the Nation's families bought, the largest proportion reported for any month in this series. The average buying family purchase of 3.2 quarts, however, was a little smaller than usual. Retail prices, at 38.8 cents per quart, were 1.4 cents less than a year earlier and were the lowest in about 2 years. On the average, a buying family spent \$1.25 for chilled orange juice, 11 percent less than a year earlier. Total retail expenditures were down a little (table 5).

CANNED SINGLE-STRENGTH JUICES

ORANGE JUICE  
NEAR PRE-FREEZE  
AVERAGE

Retail sales of canned orange juice remained high in February, and for the second month in succession the volume was substantially greater than a year earlier. With this heavy buying, the season's purchase climbed to within 4 percent of a year earlier. The 1.1 million cases bought in February reflected a purchase of 1.9 46-ounce cans by about 10 percent of the Nation's families, the highest proportion buying for more than a year. Retail prices were 37 cents per can, 5.2 cents less than in February 1959. At this price, families buying spent 72 cents for canned orange juice, 4 cents less than a year earlier. Total expenditures of about \$3.7 million, however, were up about 16 percent. This amount was 16 percent of the total spent for all canned single-strength juices, compared with a 14-percent share in February 1959 (table 6).

GRAPEFRUIT JUICE  
WELL BELOW  
AVERAGE

February purchases of 647,000 cases of canned grapefruit juice for home use reflected a 10-percent gain over the low February 1959 volume but a loss of  $3\frac{1}{4}$  percent from the pre-freeze average. The increase from a year earlier was associated with a larger average purchase per buying family; the decline from



the average reflected fewer families buying as well as a smaller purchase per family. The product was retailed at 31.7 cents per 46-ounce can, 3.1 cents less than in February 1959. Buying-family expenditures, however, held at an average of 66 cents. Total retail expenditures, while also about the same as a year earlier, were down 19 percent from average (table 7).

PINEAPPLE JUICE  
ALSO BELOW  
AVERAGE

Sales of pineapple juice for household consumption rose 7 percent from a year earlier to 1.1 million cases, the heaviest volume reported for more than a year. Nevertheless, sales were only about three-fourths as great as the 1954-56 February average.

The gain over the previous February was associated with a larger proportion of families buying. Retail prices at 31.5 cents per 46-ounce can, and buying-family expenditures at 59 cents were about the same as a year earlier. Total expenditures for pineapple juice, representing about 14 percent of the amount spent for all canned juices, however, were moderately greater (table 8).

PRUNE JUICE  
STEADY

February purchases of prune juice were about the same as in the preceding month and a year earlier.

The average size of purchase, with 7.5 percent of the Nation's families buying, was 2.1 quarts. This was the largest proportion of families buying in about 2 years, but a smaller than usual size of purchase. Prices paid were up 1.1 cents to 43.4 cents per quart bottle. At this price, buying-family expenditures averaged 92 cents for the 4-week period, substantially more than was spent for other processed products, except frozen orange concentrate and chilled orange juice. Purchases of prune juice accounted for 9 percent of the total volume and for 16 percent of the total expenditure for canned juices (table 9).

TOMATO JUICE  
UP MODERATELY

About 1.9 million cases of tomato juice were bought for use at home--a moderate gain over February 1959. About 18 percent of the Nation's families bought, and the average size of purchase was 1.9 46-

ounce cans. Retail prices at 27.9 cents per can and buying-family expenditures at 54 cents were almost unchanged from a year earlier. Total expenditures, however, were up about 4 percent. Tomato juice purchases represented 28 percent of the total volume and 22 percent of the amount spent for all canned juices (table 10).

MISCELLANEOUS  
JUICES DOWN  
7 PERCENT

In contrast to the general upswing, purchases of miscellaneous canned juices fell 7 percent from February 1959. The 1.5 million cases bought reflected an average purchase of 1.4 46-ounce cans for about 18 percent of the Nation's families. With

prices at 37.3 cents per can, this resulted in an average expenditure of 53 cents per buying family. About 23 percent of the total retail expenditure for canned juices was for miscellaneous juices (table 11).

TOTAL CANNED  
JUICES UP  
6 PERCENT

A total of 6.8 million cases of canned single-strength juices were bought for home use in February 1960, a gain of 6 percent over a year earlier. With heavy increases in frozen concentrates, however, buying of canned juices as a percentage of all canned, chilled, and frozen concentrated juices (equivalent single-strength basis) fell to 46 percent from a 49 percent share in February a year earlier. The average purchase per buying family was 2.6 46-ounce cans, and 48 percent of the Nation's families consumed 1 or more of these products during the month (table 11).

CANNED SINGLE-STRENGTH FRUIT DRINKS

ORANGE DRINK  
ABOUT STEADY

Consumer purchases and prices paid for canned orange drink were about the same as a year earlier. Some gain in the proportion of families buying was offset by a loss in the size of purchase. With prices averaging 31.5 cents per 46-ounce can, the buying-family expenditure amounted to 66 cents, or 6 cents less than a year earlier (table 13).

NEW PEAK FOR  
PINEAPPLE-  
GRAPEFRUIT  
DRINK

Retail sales of pineapple-grapefruit drink climbed 10 percent over February 1959 to a new high of 1.3 million cases. Purchases per buying family were up substantially to 2.7 46-ounce cans. The proportion buying, however, declined from about 10 to 9 percent. Retail prices dropped 0.6 cent to 29.1 cents per 46-ounce can, the lowest since autumn 1957. An average of 77 cents was spent by families buying this product, 13 cents more than a year earlier. Total expenditures were up about 8 percent (table 14).

About 1.3 million cases of miscellaneous fruit drinks were bought for home use in February, a gain of 9 percent over the preceding month. Data for this product group are not available for a year earlier. About 10.5 percent of the Nation's families bought, and the average purchase was 2.3 46-ounce cans. At the retail price of 35.5 cents per can, the average buying family spent 82 cents for these products. Except for prune juice, this was considerably more than was spent for other canned drinks or canned juices (table 12).

FRESH AND CANNED FRUIT

ORANGES UP  
5 PERCENT

Purchases of fresh oranges for home use amounted to 2.8 million boxes in February. This was a 5-percent gain over a year earlier but a loss of 14 percent from the pre-freeze average for the month. About 26 oranges were purchased by the 43 percent of the Nation's families that bought. With prices at 49.6 cents per dozen, this amounted to an expenditure of \$1.08 per buying family, 5 cents more than in February 1959 and 13 cents more than the 1954-56 average for the month. In total, consumers spent about



\$24 million for oranges, 10 percent more than in either February 1959 or in the average February. This expenditure represented about 25 percent of the total amount spent for all selected fruits and juices (table 15).

GRAPEFRUIT  
HOLD ABOUT  
THE SAME

Retail sales of fresh grapefruit amounted to 2.4 million boxes, a little more than in any month since early 1956. Buying-family purchases of a dozen grapefruit were a little larger than ordinary, but the proportion of families buying, off about 1 per-

centage point from a year earlier, was the lowest in February since 1953. Buying-family expenditures averaged 83 cents, 5 cents more than a year earlier when prices were 81 cents, and 11 cents more than the 1954-56 average February. The total consumer expenditure, however, held at the year-earlier level of \$12 million (table 16).

GRAPEFRUIT  
SECTIONS DOWN  
MODERATELY

Retail purchases of canned grapefruit sections were down about 4 percent from February 1959, reflecting the smallest proportion of families buying yet reported for this month. The average purchase per buying family, however, was larger than normal, and

prices at 20.6 cents per No. 303 can were 0.2 cent higher than in the same month of 1959. The buying family spent 68 cents for canned sections, 3 cents more than a year earlier. Nevertheless, total February expenditures of \$1.4 million were down 3 percent (table 17).

Purchases of tangerines, with the season over earlier than usual, amounted to about 84,000 boxes. Prices paid at 49.1 cents per dozen, were 13 cents higher than in February 1959 (table 18).

Table 1. SUMMARY: Consumer purchases, percentage of families buying, and average prices paid for selected fruits and juices, February 1960 and 1959

Commodity	Total purchases		Purchases per buying family			Families buying		Average price paid per actual unit	
			Quantity per purchase						
	1960	1959	Number	Number	Ounces	Percent	Percent	Unit	Cents
FROZEN CONCENTRATED JUICES:									
Orange	1,000	1,000	2.1	2.0	22.8	20.8	28.1	6-oz.	18.2
Miscellaneous	5,444	4,436			15.2	13.9		6-oz.	18.9
Total	717	655							19.6
CHILLED ORANGE JUICE	6,161	5,091	2.3		19.5				
	2,153	2,124	1	2.7	38.0	37.3	5.1	32-oz.	38.8
									40.2
CANNED SINGLE-STRENGTH JUICES:									
Orange	1,000	1,000	1.6	1.6	55.6	51.6	9.9	46-oz.	42.2
Grapefruit	1,066	806	1.5	1.4	64.2	60.9	5.7	46-oz.	37.0
Pineapple	647	590	1.4	1.4	61.8	60.9	10.5	46-oz.	31.7
	1,099	1,029							31.5
Prune	618	608	1.7	1.8	39.9	38.8	7.5	32-oz.	43.4
Tomato	1,875	1,795	1.5	1.5	59.4	59.1	17.8	46-oz.	27.9
Miscellaneous 2/	1,456	1,571	1.6		40.7		18.3	46-oz.	37.3
Total	6,761	6,399	2.3		52.2		47.6		
CANNED SINGLE-STRENGTH DRINKS:									
Orange	414	421	1.4	1.6	68.9	65.8	3.6	46-oz.	31.5
Pineapple-grapefruit	1,290	1,169	1.5	1.4	81.4	70.5	9.1	46-oz.	29.1
Miscellaneous fruit	1,323		1.7		62.3		10.5	46-oz.	35.5
CANNED GRAPEFRUIT SECTIONS	222	230	1.4	1.4	37.7	36.3	3.9	16-oz. 3/	20.6
									20.4
FRESH FRUIT:									
Oranges	1,000	1,000	2.1	2.1	12.5	12.7	43.4	Doz.	49.6
Grapefruit	2,751	2,623	2.0	1.9	6.0	6.1	29.5	Doz.	82.6
Tangerines	84	224	1.3	1.5	9.8	11.9	2.4	Doz.	49.1
									35.8

1/ Equivalent cases of 24 No. 2 cans. 2/ Equivalent No. 303 can.

Omission of entry indicates data are not available.



Table 2. Consumer purchases of selected orange products, equivalent boxes of fresh oranges, October 1958 to date

Period 1/	Fresh oranges		Frozen concentrated orange juice		Canned single-strength orange juice		Chilled orange juice 2/		Total	
	1959-60	1958-59	1959-60	1958-59	1959-60	1958-59	1959-60	1958-59	1959-60	1958-59
	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes
Oct.	1,241	750	2,996	2,871	375	620	274	328	4,886	4,569
Nov.	1,826	1,176	3,045	2,796	356	526	280	352	5,507	4,850
Dec.	2,743	2,474	3,376	2,513	435	469	273	314	6,827	5,770
Oct.-Dec.		4,749		8,794		1,721		1,058		16,322
Jan.	2,812	2,585	3,988	2,968	592	475	309	356	7,701	6,384
Feb.	2,751	2,623	3,789	3,016	618	484	370	378	7,528	6,501
Mar.		2,465		2,970		416		355		6,206
Oct.-Mar.		13,085		18,479		3,199		2,232		36,995
Apr.		2,466		2,980		440		346		6,232
May		1,976		2,768		389		343		5,476
Jun.		1,401		2,724		357		311		4,793
Oct.-Jun.		19,210		27,533		4,453		3,307		54,503
Jul.		992		2,640		373		323		4,328
Aug.		865		2,609		333		282		4,089
Sep.		948		2,962		364		285		4,559
Season		22,269		36,500		5,621		4,265		68,655

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Based on yield of canned single-strength orange juice.

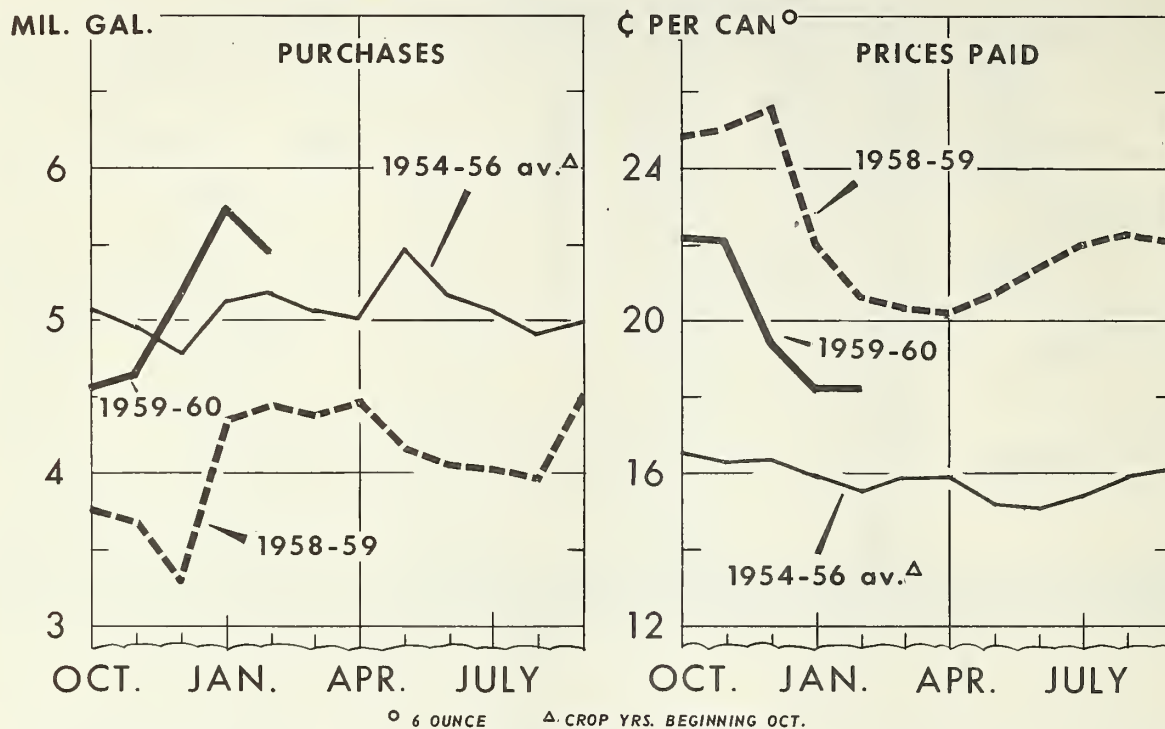
Table 3. Consumer purchases of selected grapefruit products, equivalent boxes of fresh grapefruit, October 1958 to date

Period 1/	Fresh grapefruit		Canned single-strength grapefruit juice		Canned grapefruit sections		Total	
	1959-60	1958-59	1959-60	1958-59	1959-60	1958-59	1959-60	1958-59
	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes
Oct.	1,205	291	537	527	182	231	1,924	1,049
Nov.	1,660	1,243	436	495	172	194	2,268	1,932
Dec.	1,837	1,664	397	375	126	142	2,360	2,181
Oct.-Dec.		3,543		1,499		602		5,644
Jan.	2,256	2,105	503	446	145	158	2,904	2,709
Feb.	2,414	2,376	485	432	153	159	3,052	2,967
Mar.		2,178		505		144		2,827
Oct.-Mar.		10,749		3,007		1,107		14,863
Apr.		1,958		647		167		2,772
May		1,383		648		144		2,175
Jun.		774		523		168		1,465
Oct.-Jun.		14,992		4,943		1,631		21,566
Jul.		312		495		199		1,006
Aug.		200		481		196		877
Sep.		273		477		204		954
Season		15,961		6,533		2,291		24,785

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.

# FROZEN CONCENTRATED ORANGE JUICE

## Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 1

NEG. 6645-60(4)

AGRICULTURAL MARKETING SERVICE

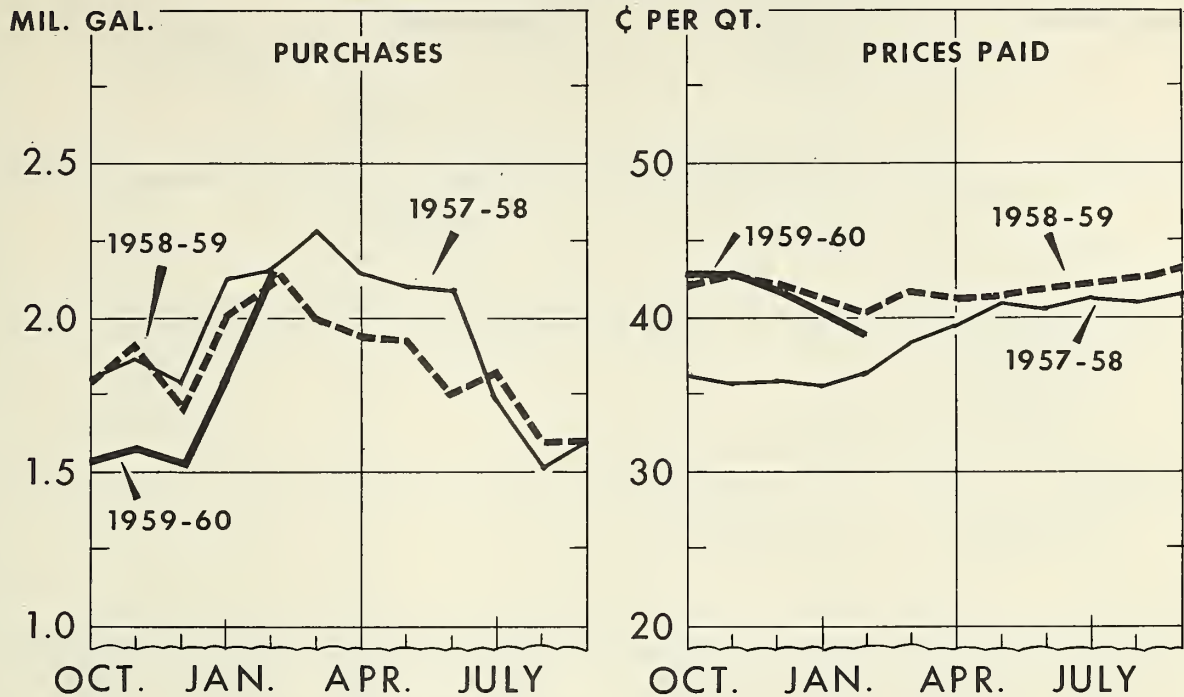
Table 4. FROZEN CONCENTRATED ORANGE JUICE: Consumer purchases, percentage of families buying, and average prices paid, October 1958 to date, with comparisons

Period 1/	Purchases			Families buying			Prices paid per 6-oz. can		
	1959-60	1958-59	Average 1954-55/ 1956-57	1959-60	1958-59	1957-58	1959-60	1958-59	Average 1954-55/ 1956-57
	1,000 gallons	1,000 gallons	1,000 gallons	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	4,560	3,743	5,064	26.9	24.4	30.9	22.2	24.8	16.6
Nov.	4,634	3,646	4,955	26.7	24.1	31.2	22.1	25.0	16.3
Dec.	5,138	3,276	4,751	27.9	22.4	29.3	19.4	25.5	16.4
Oct.-Dec.	11,465	11,465	15,902						
Jan.	5,730	4,364	5,122	30.3	25.8	27.9	18.2	22.0	15.9
Feb.	5,444	4,436	5,179	28.1	26.2	28.0	18.2	20.5	15.5
Mar.		4,367	5,043		26.1	26.7		20.3	15.8
Oct.-Mar.	25,707	25,707	32,579						
Apr.		4,448	5,006		25.8	25.2		20.2	15.8
May		4,131	5,441		24.8	24.2		20.7	15.2
Jun.		4,066	5,147		25.9	23.5		21.3	15.1
Oct.-Jun.	39,221	39,221	49,479						
Jul.		4,018	5,061		24.5	22.9		22.0	15.4
Aug.		3,971	4,897		24.5	23.0		22.3	15.9
Sep.		4,509	4,987		26.9	24.0		22.1	16.1
Season	52,870	52,870	65,680					22.1	15.8

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.

# CHILLED ORANGE JUICE

## Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 2

NEG. 6646- 60 (4) AGRICULTURAL MARKETING SERVICE

Table 5. CHILLED ORANGE JUICE: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date

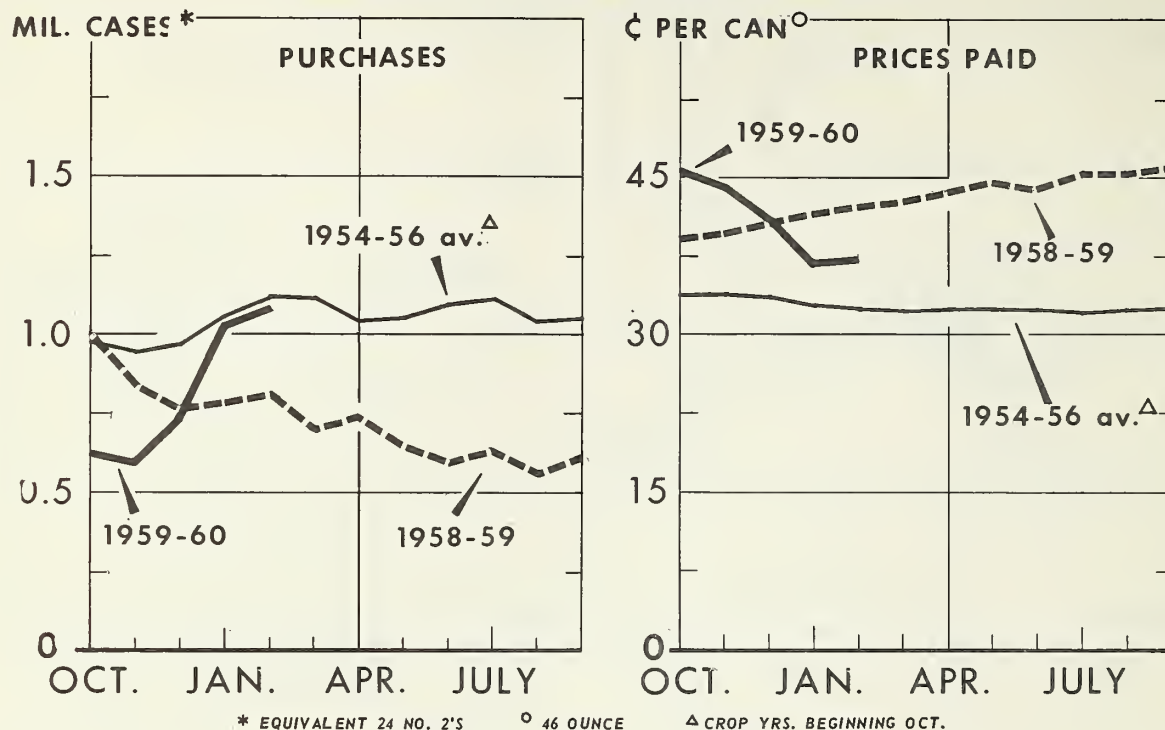
Period <sup>1/</sup>	Purchases			Families buying			Prices paid per quart		
	1959-60	1958-59	1957-58	1959-60	1958-59	1957-58	1959-60	1958-59	1957-58
	1,000 gallons	1,000 gallons	1,000 gallons	Percent	Percent	Percent	Cents <sup>2/</sup>	Cents <sup>2/</sup>	Cents <sup>3/</sup>
Oct.	1,539	1,782	1,794	3.7	3.6	3.5	42.7	41.8	36.3
Nov.	1,573	1,911	1,869	3.4	3.5	4.1	42.6	42.5	35.8
Dec.	1,532	1,706	1,786	3.5	3.4	3.5	41.7	42.1	35.9
Oct.-Dec.		5,749	5,958						
Jan.	1,798	2,002	2,129	4.1	4.4	4.3	40.2	41.2	35.4
Feb.	2,153	2,124	2,163	5.1	4.8	4.7	38.8	40.2	36.4
Mar.		1,993	2,277		4.4	4.8		41.6	38.4
Oct.-Mar.		12,343	13,153						
Apr.		1,942	2,147		4.1	4.4		41.2	39.6
May		1,925	2,099		4.1	4.2		41.4	40.9
Jun.		1,748	2,087		3.9	4.0		41.9	40.4
Oct.-Jun.		18,385	19,944						
Jul.		1,815	1,714		4.0	3.4		42.1	41.2
Aug.		1,585	1,516		3.5	3.3		42.4	41.0
Sep.		1,602	1,600		3.4	3.2		43.1	41.4
Season		23,765	25,247					41.8	38.4

<sup>1/</sup> Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. <sup>2/</sup> Price per actual quart. <sup>3/</sup> Price per equivalent quart.



# SINGLE-STRENGTH ORANGE JUICE

## Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 3

NEG. 6649-60(4)

AGRICULTURAL MARKETING SERVICE

Table 6. SINGLE-STRENGTH ORANGE JUICE: Consumer purchases, percentage of families buying, and average prices paid, October 1958 to date, with comparisons

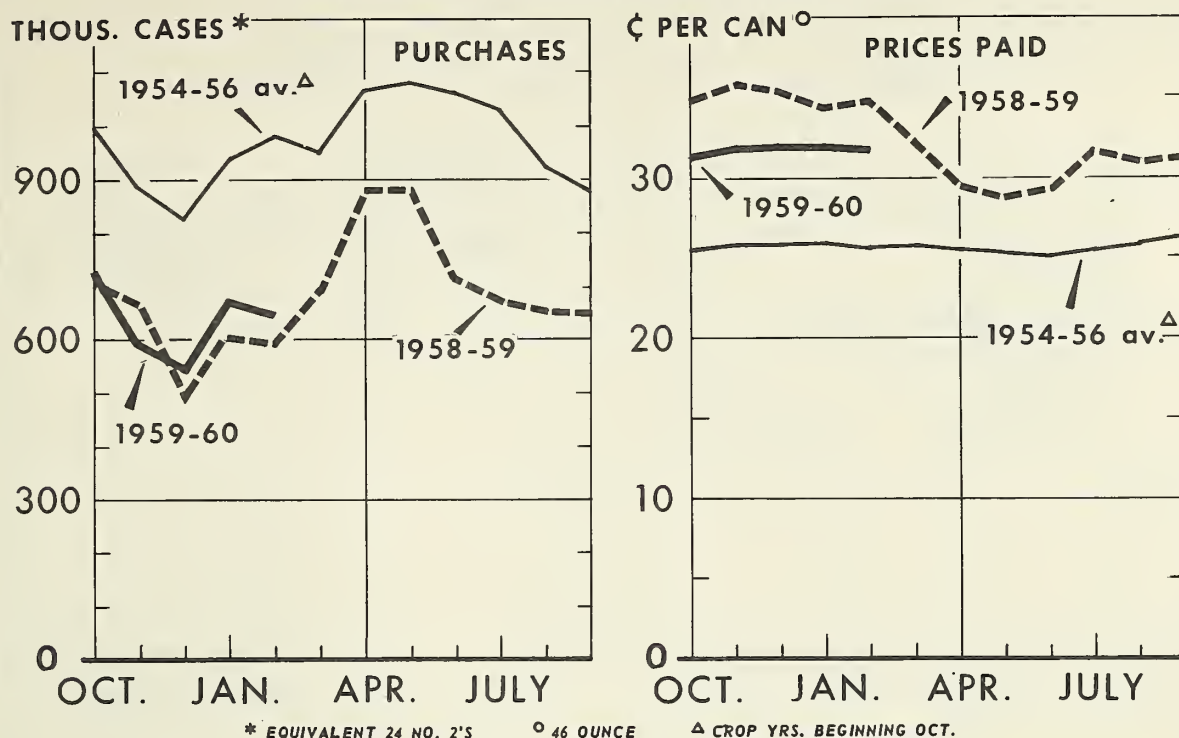
Period 1/	Purchases			Families buying			Prices paid per 46-oz. can		
	1959-60	1958-59	Average	1959-60	1958-59	1957-58	1959-60	1958-59	Average
	1956-57	1954-55	1955-56						1954-55/1956-57
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	626	996	978	6.1	9.1	10.9	45.5	39.1	33.8
Nov.	594	846	944	5.9	8.4	11.5	43.9	39.9	33.8
Dec.	726	754	968	6.8	7.5	9.6	40.7	40.5	33.5
Oct.-Dec.		2,767	3,121						
Jan.	1,021	791	1,055	8.4	7.6	11.8	36.7	41.6	32.7
Feb.	1,066	806	1,118	9.9	8.0	11.0	37.0	42.2	32.3
Mar.		694	1,113		6.7	11.8		42.5	32.2
Oct.-Mar.		5,231	6,685						
Apr.		734	1,033		7.0	11.4		43.5	32.4
May		650	1,046		6.3	11.0		44.5	32.3
Jun.		596	1,087		6.2	11.0		44.0	32.2
Oct.-Jun.		7,324	10,120						
Jul.		623	1,110		6.3	10.4		45.4	32.0
Aug.		556	1,036		5.8	9.2		45.5	32.2
Sep.		607	1,044		6.1	9.2		46.0	32.5
Season		9,274	13,566					42.6	32.6

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.



# SINGLE-STRENGTH GRAPEFRUIT JUICE

## Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 4

NEG. 6650-60(4) AGRICULTURAL MARKETING SERVICE

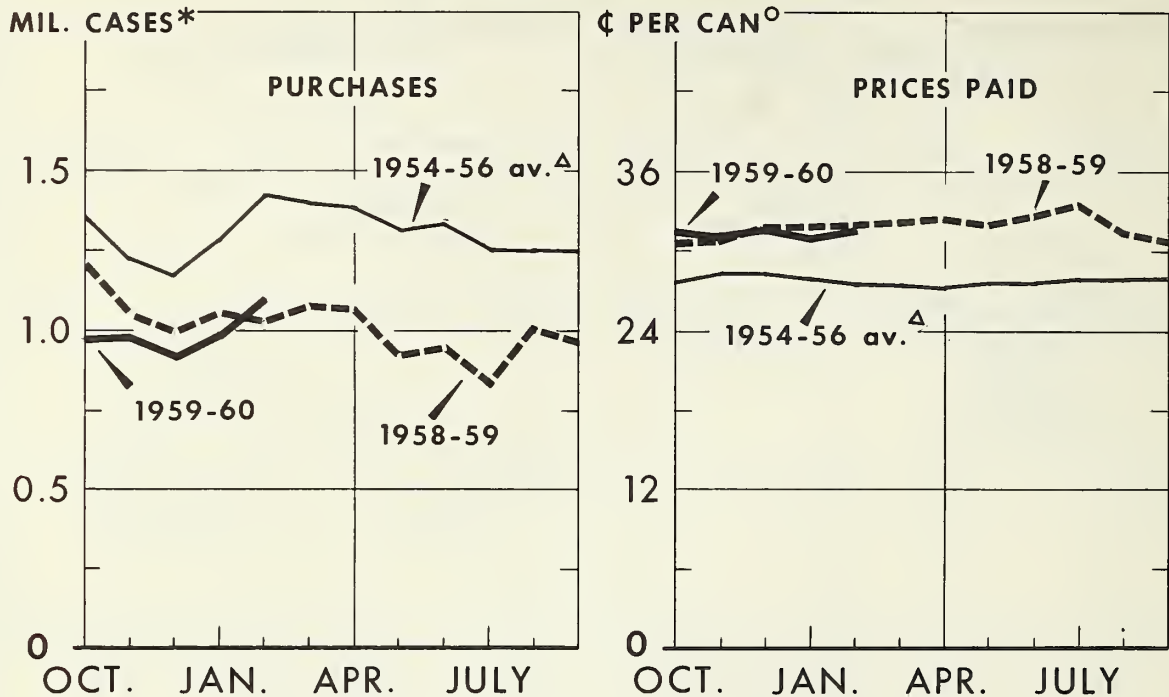
Table 7. SINGLE-STRENGTH GRAPEFRUIT JUICE: Consumer purchases, percentage of families buying, and average prices paid, October 1958 to date, with comparisons

Period 1/	Purchases			Families buying			Prices paid per 46-oz. can		
	1959-60	1958-59	Average	1959-60	1958-59	1957-58	1959-60	1958-59	Average
	1959-60	1958-59	1954-55/	1959-60	1958-59	1957-58	1959-60	1958-59	1954-55/
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	729	706	1,015	6.1	6.6	8.1	31.2	35.0	25.6
Nov.	592	663	883	5.6	5.8	7.8	31.8	35.7	25.9
Dec.	538	502	824	5.2	5.1	6.6	31.9	35.6	25.9
Oct.-Dec.		2,007	2,927						
Jan.	671	609	938	6.1	5.8	8.5	31.9	34.5	25.9
Feb.	647	590	983	5.7	5.7	7.7	31.7	34.8	25.7
Mar.		689	950		6.5	6.9		32.4	25.9
Oct.-Mar.		4,064	6,037						
Apr.		880	1,069		7.3	7.8		29.6	25.7
May		882	1,083		7.5	7.4		28.8	25.4
Jun.		712	1,063		6.3	7.2		29.4	25.2
Oct.-Jun.		6,698	9,503						
Jul.		671	1,032		5.8	6.1		31.7	25.5
Aug.		652	922		5.7	6.6		31.0	25.9
Sep.		647	875		5.7	6.1		31.3	26.5
Season		8,856	12,557					32.3	25.7

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.

# PINEAPPLE JUICE

## Consumer Purchases and Prices Paid



\* EQUIVALENT 24 NO. 2's

$\Delta$  46 OUNCE

$\Delta$  CROP YEARS BEGINNING OCT.

U. S. DEPARTMENT OF AGRICULTURE

Figure 5

NEG. 7548-60 (4)

AGRICULTURAL MARKETING SERVICE

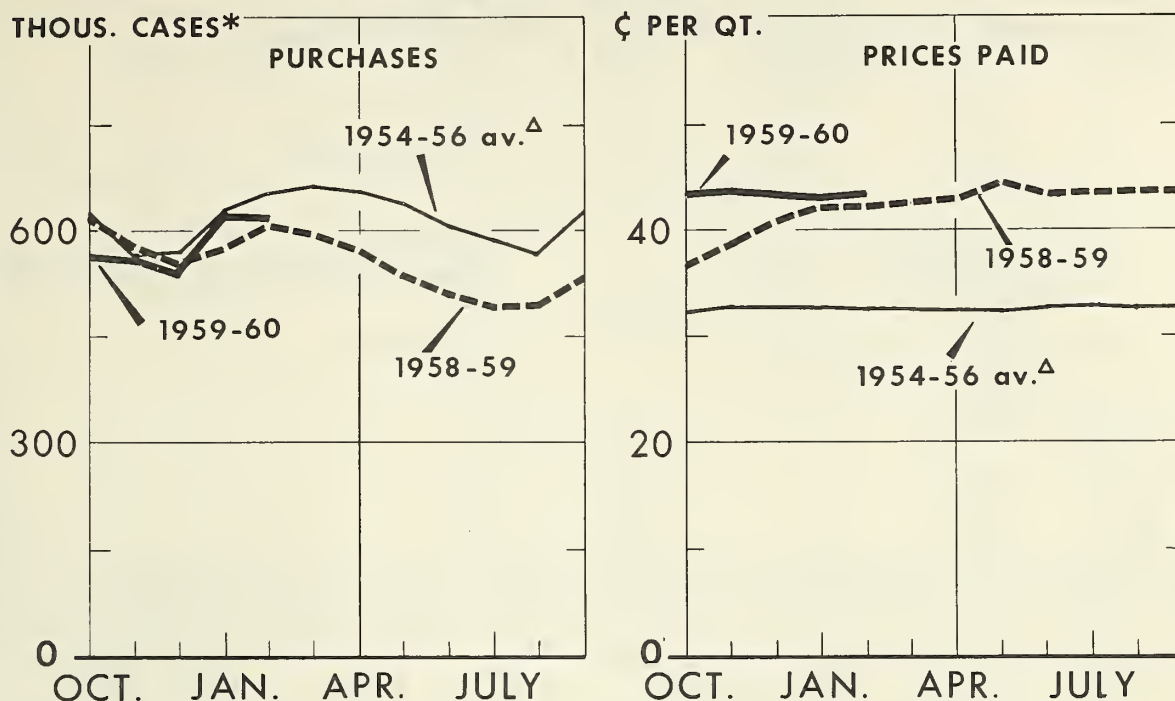
Table 8. PINEAPPLE JUICE: Consumer purchases, percentage of families buying, and average prices paid, October 1958 to date, with comparisons

Period <sup>1/</sup>	Purchases			Families buying			Prices paid per 46-oz. can		
	1959-60	1958-59	Average	1959-60	1958-59	1957-58	1959-60	1958-59	Average
	1959-60	1958-59	1954-55/ 1956-57	1959-60	1958-59	1957-58	1959-60	1958-59	1954-55/ 1956-57
	1,000 cases <sup>2/</sup>	1,000 cases <sup>2/</sup>	1,000 cases <sup>2/</sup>	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	975	1,201	1,352	9.2	11.6	12.2	31.4	30.5	27.9
Nov.	977	1,056	1,220	9.1	10.4	12.9	31.0	30.8	28.4
Dec.	907	997	1,174	8.8	9.7	11.0	31.7	32.0	28.4
Oct.-Dec.		3,501	4,027						
Jan.	986	1,056	1,285	9.9	10.4	12.1	31.1	31.9	28.1
Feb.	1,099	1,029	1,424	10.5	10.0	12.4	31.5	32.1	27.7
Mar.		1,079	1,400		10.4	12.4		32.2	27.5
Oct.-Mar.		6,929	8,507						
Apr.		1,066	1,388		10.6	11.8		32.5	27.4
May		926	1,312		9.3	12.6		32.1	27.7
Jun.		941	1,335		9.4	12.3		32.7	27.7
Oct.-Jun.		10,046	12,878						
Jul.		836	1,253		8.7	12.1		33.4	28.0
Aug.		1,007	1,251		9.2	12.2		31.4	28.0
Sep.		964	1,248		9.4	10.8		30.9	28.1
Season		13,113	16,906					31.7	27.9

<sup>1/</sup> Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. <sup>2/</sup> Equivalent cases 24 No. 2 cans...432 oz. per case.

# PRUNE JUICE

## Consumer Purchases and Prices Paid



\* EQUIVALENT 24 NO. 2'S

<sup>Δ</sup> CROP YRS. BEGINNING OCT.

U.S. DEPARTMENT OF AGRICULTURE

Figure 6

NEG. 6652-60 (4) AGRICULTURAL MARKETING SERVICE.

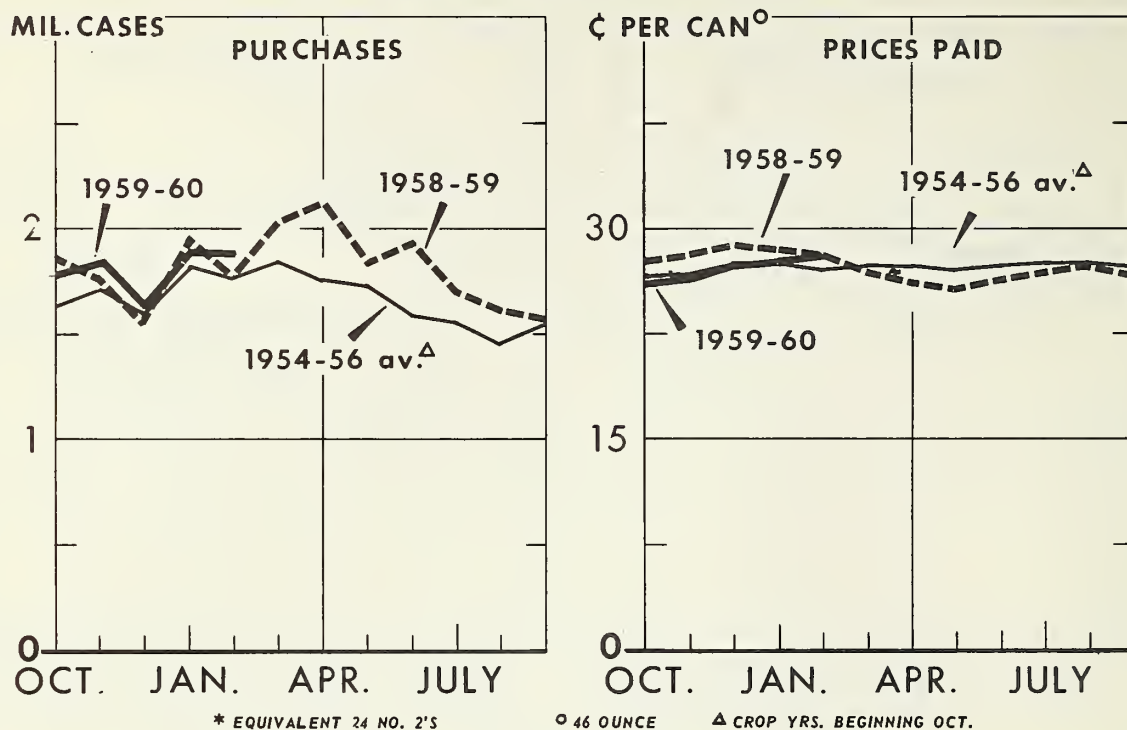
Table 9. PRUNE JUICE: Consumer purchases, percentage of families buying, and average prices paid, October 1958 to date, with comparisons

Period 1/	Purchases			Families buying			Prices paid per quart		
	Average						Average		
	1959-60	1958-59	1954-55/ 1956-57	1959-60	1958-59	1957-58	1959-60	1958-59	1954-55/ 1956-57
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	562	613	615	6.4	7.1	7.7	43.4	36.7	32.3
Nov.	559	578	562	6.3	7.0	7.4	43.6	38.9	32.8
Dec.	536	552	569	6.2	6.7	7.3	43.3	40.5	32.7
Oct.-Dec.		1,859	1,872						
Jan.	622	572	629	7.0	7.1	7.7	43.2	42.0	32.7
Feb.	618	608	651	7.5	7.3	7.5	43.4	42.3	32.7
Mar.		596	660		6.9	7.6		42.6	32.6
Oct.-Mar.		3,768	3,972						
Apr.		572	653		6.9	7.4		42.9	32.4
May		536	636		6.3	7.0		44.2	32.4
Jun.		507	603		6.0	6.7		43.2	32.6
Oct.-Jun.		5,477	6,011						
Jul.		492	585		6.3	6.8		43.4	32.9
Aug.		494	566		6.1	6.5		43.8	32.7
Sep.		530	623		6.6	6.8		43.8	32.7
Season		7,148	7,923					41.9	32.6

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.

# TOMATO JUICE

## Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 7

NEG. 6653-60 (4) AGRICULTURAL MARKETING SERVICE

Table 10. TOMATO JUICE: Consumer purchases, percentage of families buying, and average prices paid, October 1958 to date, with comparisons

Period 1/	Purchases			Families buying			Prices paid per 46-oz. can		
	1959-60	1958-59	Average	1959-60	1958-59	1957-58	1959-60	1958-59	Average
	cases 2/	cases 2/	cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	1,786	1,867	1,640	15.3	17.0	16.5	26.0	27.8	26.5
Nov.	1,839	1,759	1,720	16.1	16.3	20.9	26.4	28.1	26.9
Dec.	1,636	1,560	1,582	15.5	15.9	16.1	27.2	28.9	27.4
Oct.-Dec.		5,596	5,390						
Jan.	1,894	1,952	1,818	17.6	18.1	18.8	27.5	28.5	27.4
Feb.	1,875	1,795	1,773	17.8	17.6	18.1	27.9	28.0	27.0
Mar.		2,033	1,846		18.1	18.1		26.9	27.3
Oct.-Mar.		11,853	11,282						
Apr.		2,127	1,755		18.5	18.6		26.0	27.2
May		1,846	1,715		16.0	17.4		25.6	27.0
Jun.		1,933	1,593		16.9	17.1		26.1	27.4
Oct.-Jun.		18,104	16,772						
Jul.		1,712	1,553		15.0	17.2		26.9	27.5
Aug.		1,621	1,449		14.2	14.5		27.1	27.3
Sep.		1,569	1,536		13.9	15.6		26.6	27.2
Season		23,491	21,657					27.2	27.2

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.



Table 11.--MISCELLANEOUS AND TOTAL CANNED SINGLE-STRENGTH JUICES: Consumer purchases, June 1958 to date 1/

Period 2/	Miscellaneous canned juices 3/			All canned juices		
	1959-60	1958-59	1957-58	1959-60	1958-59	1957-58
	1,000 cases 4/	1,000 cases 4/	1,000 cases 4/	1,000 cases 4/	1,000 cases 4/	1,000 cases 4/
October	1,289	1,453		5,967	6,836	
November	1,188	1,455		5,749	6,357	
December	1,207	1,379		5,550	5,744	
January	1,397	1,547		6,591	6,527	
February	1,456	1,571		6,761	6,399	
March		1,536			6,627	
April		1,476			6,855	
May		1,598			6,438	
June		1,508	1,694		6,197	6,122
July		1,378	1,616		5,712	5,706
August		1,280	1,494		5,610	5,390
September		1,244	1,305		5,561	5,202

1/ Revised as of October 1959. 2/ Monthly data are for 4-week (28 day) periods to facilitate comparison. 3/ All canned juices except grapefruit, orange, pineapple, prune and tomato juices. 4/ Equivalent cases 24 No. 2 cans...432 ounces per case.

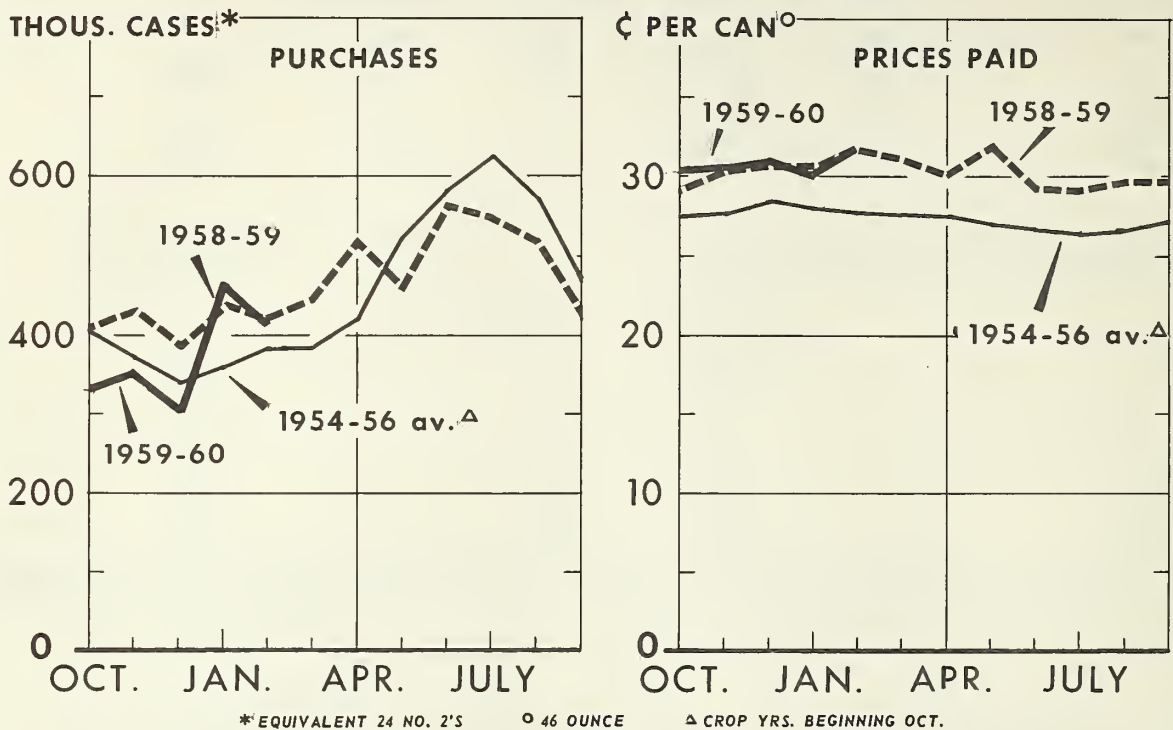
Table 12.--MISCELLANEOUS FROZEN CONCENTRATED JUICES AND MISCELLANEOUS SINGLE-STRENGTH FRUIT DRINKS: Consumer purchases and average prices paid, October 1958 to date

Period 1/	Miscellaneous frozen concentrated juices 2/				Miscellaneous canned fruit drinks 3/	
	Purchases		Prices paid		Purchases	Prices paid
	1959-60	1958-59	1959-60	1958-59	1959-60	1959-60
	1,000 gallons	1,000 gallons	cents	cents	1,000 cases 4/	cents
October	728	801	19.4	19.5	1,199	36.0
November	506	791	19.9	19.9	1,144	36.1
December	466	707	20.1	20.3	1,101	35.3
January	629	642	18.9	19.7	1,215	35.8
February	717	655	18.9	19.6	1,323	35.5
March		690		19.7		
April		756		19.4		
May		740		19.1		
June		801		18.9		
July		734		18.9		
August		670		19.0		
September		625		19.2		

1/ Monthly data are for 4-week (28 day) periods to facilitate comparisons. 2/ All frozen concentrates except orange. 3/ All canned fruit drinks except orange and pineapple-grapefruit. Data were first available in October 1959. 4/ Equivalent cases 24 No. 2 cans...432 ounces per case.

# SINGLE-STRENGTH ORANGE DRINK

## Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 8

NEG. 6647-60 (4) AGRICULTURAL MARKETING SERVICE

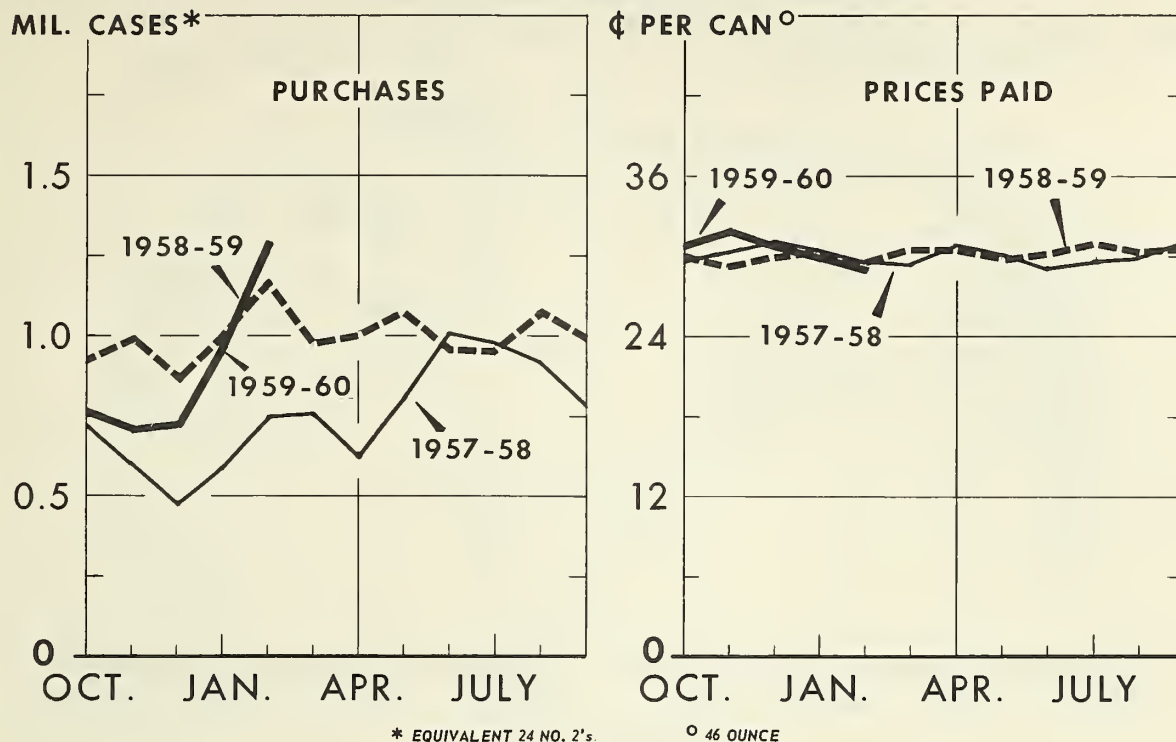
Table 13. SINGLE-STRENGTH ORANGE DRINK: Consumer purchases, percentage of families buying and average prices paid, October 1958 to date, with comparisons

Period 1/	Purchases			Families buying			Prices paid per 46-oz. can		
	Average						Average		
	1959-60	1958-59	1954-55/ 1956-57	1959-60	1958-59	1957-58	1959-60	1958-59	1954-55/ 1956-57
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	331	408	403	2.3	3.1	3.9	30.2	29.3	27.5
Nov.	350	431	373	2.9	3.4	3.6	30.6	30.1	27.5
Dec.	301	390	340	2.4	2.8	3.0	30.9	30.5	28.2
Oct.-Dec.		1,304	1,190						
Jan.	466	440	359	3.4	3.5	2.9	30.0	30.6	28.0
Feb.	414	421	383	3.6	3.3	3.2	31.5	31.5	27.8
Mar.		444	385		3.7	3.2		31.0	27.7
Oct.-Mar.		2,691	2,422						
Apr.		517	420		4.0	4.4		30.3	27.5
May		461	524		3.6	3.7		31.7	27.0
Jun.		568	581		4.2	4.1		29.4	26.6
Oct.-Jun.		4,409	4,069						
Jul.		542	621		3.9	4.6		29.2	26.3
Aug.		513	572		4.0	4.0		29.7	26.6
Sep.		426	466		3.1	3.5		29.6	27.1
Season		5,959	5,875					30.1	27.2

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.

# PINEAPPLE - GRAPEFRUIT DRINK

## Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 9

NEG. 7549-60 (4)

AGRICULTURAL MARKETING SERVICE

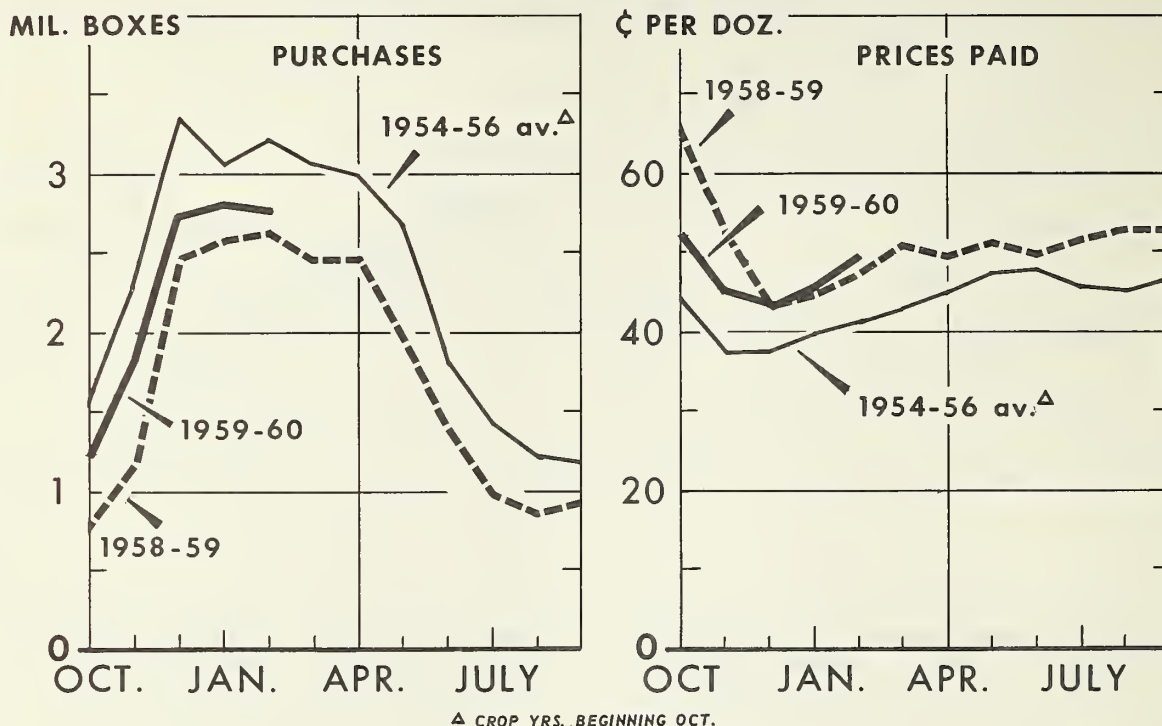
Table 14. PINEAPPLE-GRAPEFRUIT DRINK: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date

Period 1/	Purchases			Families buying			Prices paid per 46-oz. can		
	1959-60	1958-59	1957-58	1959-60	1958-59	1957-58	1959-60	1958-59	1957-58
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	763	935	718	6.6	8.5	6.8	30.7	30.0	29.8
Nov.	711	997	599	6.2	9.1	6.0	31.9	29.4	30.4
Dec.	713	862	471	6.0	7.5	5.0	30.8	30.0	31.1
Oct.-Dec.		2,978	1,911						
Jan.	970	1,026	585	8.3	8.9	5.9	29.9	30.3	30.4
Feb.	1,290	1,169	748	9.1	9.9	6.9	29.1	29.7	29.6
Mar.		973	755		8.6	6.9		30.5	29.4
Oct.-Mar.		6,433	4,183						
Apr.		1,000	621		8.5	6.3		30.5	30.9
May		1,079	808		9.4	7.3		29.9	30.2
Jun.		963	1,068		8.1	9.2		30.3	29.1
Oct.-Jun.		9,701	6,890						
Jul.		956	973		8.4	8.8		30.9	29.6
Aug.		1,071	919		8.4	8.6		30.3	29.9
Sep.		997	785		8.6	7.1		30.6	31.0
Season		12,970	9,794					30.2	30.0

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.

# FRESH ORANGES

## Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 10

NEG. 6655-60 (4) AGRICULTURAL MARKETING SERVICE

Table 15. FRESH ORANGES: Consumer purchases, percentage of families buying, and average prices paid, October 1958 to date, with comparisons

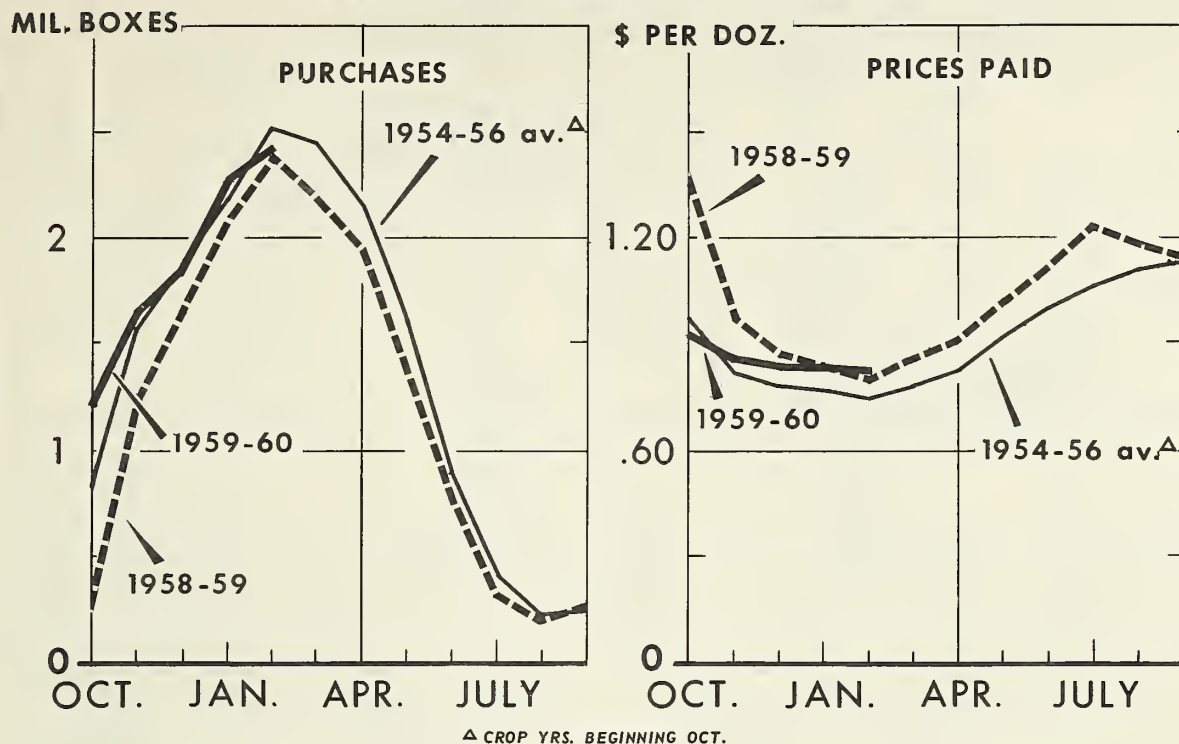
Period 1/	Purchases			Families buying			Prices paid per dozen		
	1959-60	1958-59	Average	1959-60	1958-59	1957-58	1959-60	1958-59	Average
	1959-60	1958-59	1954-55/ 1956-57	1959-60	1958-59	1957-58	1959-60	1958-59	1954-55/ 1956-57
	1,000	1,000	1,000						
	boxes	boxes	boxes	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	1,241	750	1,506	25.5	16.3	29.0	52.6	64.7	44.2
Nov.	1,826	1,176	2,276	33.7	26.3	36.8	45.2	52.3	37.5
Dec.	2,743	2,474	3,360	44.4	44.8	48.1	43.4	43.4	37.9
Oct.-Dec.		4,749	7,900						
Jan.	2,812	2,585	3,060	43.0	41.8	41.2	45.9	44.6	39.9
Feb.	2,751	2,623	3,214	43.4	42.8	44.0	49.6	46.6	40.9
Mar.		2,465	3,059		40.5	39.7		50.1	43.0
Oct.-Mar.		13,085	15,167						
Apr.		2,466	2,986		38.2	33.7		49.9	44.8
May		1,976	2,682		34.5	32.1		51.2	47.4
Jun.		1,401	1,801		27.5	24.2		49.8	47.8
Oct.-Jun.		19,210	26,025						
Jul.		992	1,422		19.9	17.0		51.6	45.4
Aug.		865	1,207		16.9	14.9		53.1	45.2
Sep.		948	1,170		19.4	13.3		52.9	46.2
Season		22,269	30,113					49.0	42.6

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.



# FRESH GRAPEFRUIT

## Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 11

NEG. 6658-60 (4) AGRICULTURAL MARKETING SERVICE

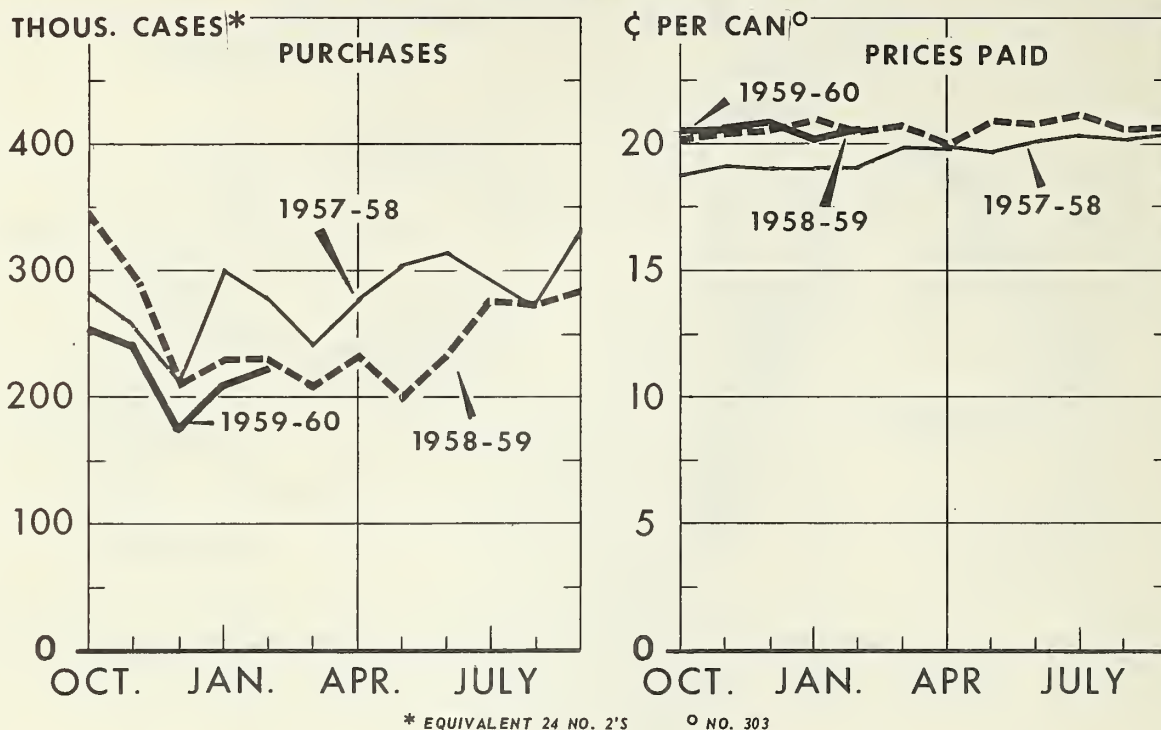
Table 16. FRESH GRAPEFRUIT: Consumer purchases, percentage of families buying, and average prices paid, October 1958 to date, with comparisons

Period 1/	Purchases			Families buying			Prices paid per dozen		
	1959-60	1958-59	Average	1959-60	1958-59	1957-58	1959-60	1958-59	Average
	1,000 boxes	1,000 boxes	1,000 boxes	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	1,205	291	827	22.1	9.0	22.7	93.0	134.0	96.8
Nov.	1,660	1,243	1,583	25.6	23.4	26.6	86.1	96.7	82.4
Dec.	1,837	1,664	1,889	25.1	25.0	24.8	83.4	87.8	78.5
Oct.-Dec.		3,543	4,787						
Jan.	2,256	2,105	2,199	28.9	28.4	27.7	83.9	83.6	77.4
Feb.	2,414	2,376	2,526	29.5	30.4	31.4	82.6	80.8	74.3
Mar.		2,178	2,440		28.2	30.1		86.1	77.7
Oct.-Mar.		10,749	12,619						
Apr.		1,958	2,153		26.6	23.7		91.2	82.1
May		1,383	1,587		20.1	18.4		101.4	91.5
Jun.		774	896		13.2	10.0		111.8	99.9
Oct.-Jun.		14,992	17,573						
Jul.		312	421		6.3	5.3		122.7	105.9
Aug.		200	225		4.3	3.3		118.8	111.4
Sep.		273	256		6.4	2.3		114.0	112.7
Season		15,961	18,519					91.8	83.0

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.

# CANNED GRAPEFRUIT SECTIONS

## Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 12

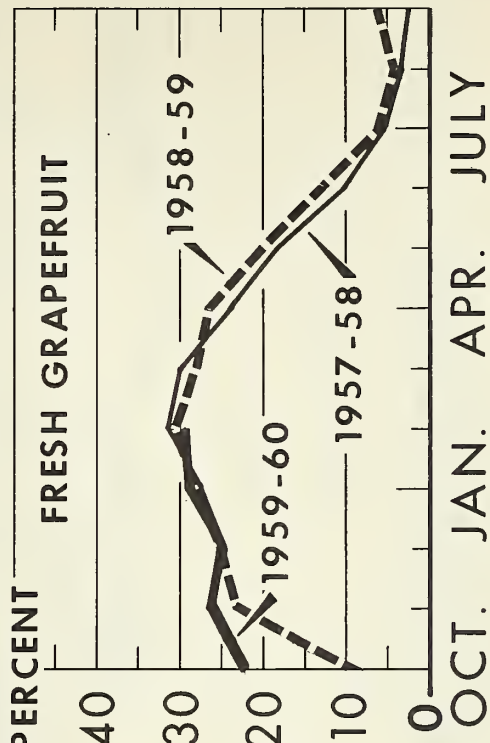
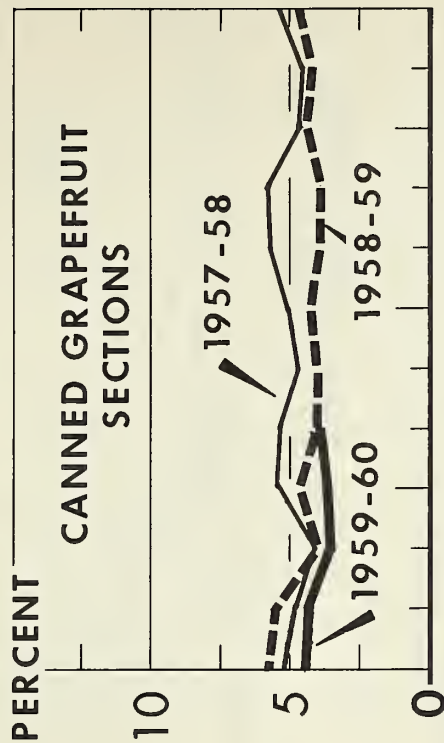
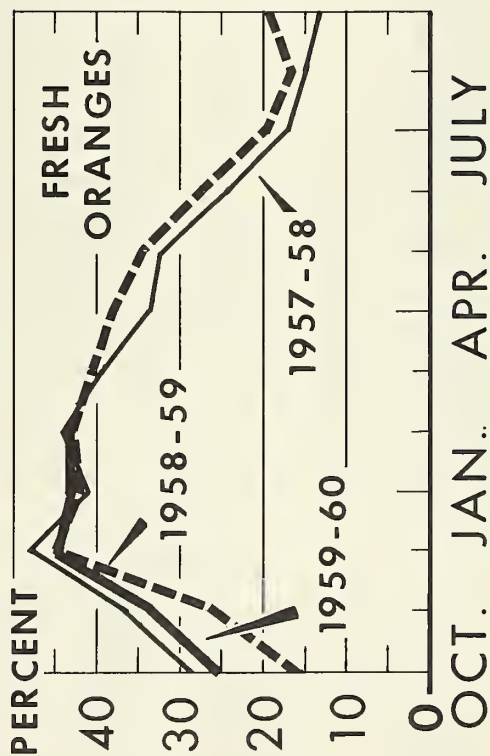
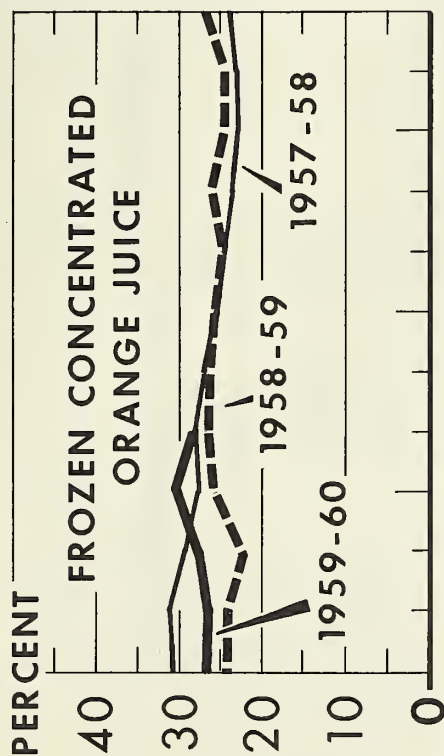
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Table 17. CANNED GRAPEFRUIT SECTIONS: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date

Period 1/	Purchases			Families buying			Prices paid per No. 303 can		
	1959-60	1958-59	1957-58	1959-60	1958-59	1957-58	1959-60	1958-59	1957-58
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	252	345	282	4.5	5.7	5.2	20.5	20.3	18.7
Nov.	238	289	256	4.3	5.5	4.8	20.5	20.4	19.1
Dec.	174	211	209	3.6	4.0	4.1	20.8	20.5	19.0
Oct.-Dec.		897	803						
Jan.	210	229	300	3.7	4.6	5.4	20.2	21.0	19.0
Feb.	222	230	279	3.9	4.1	5.3	20.6	20.4	19.0
Mar.		209	240		4.1	4.7		20.7	19.8
Oct.-Mar.		1,628	1,675						
Apr.		231	278		4.3	5.1		20.1	19.8
May		200	303		3.9	5.7		20.9	19.7
Jun.		233	312		3.9	5.8		20.7	20.1
Oct.-Jun.		2,152	2,649						
Jul.		276	292		4.4	4.7		21.1	20.2
Aug.		271	273		4.2	4.6		20.4	20.1
Sep.		283	331		4.7	5.4		20.6	20.3
Season		3,066	3,614					20.5	19.6

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...480 oz. per case.

# PERCENTAGE OF FAMILIES BUYING ORANGES AND GRAPEFRUIT





# PERCENTAGE OF FAMILIES BUYING SINGLE-STRENGTH FRUIT JUICES

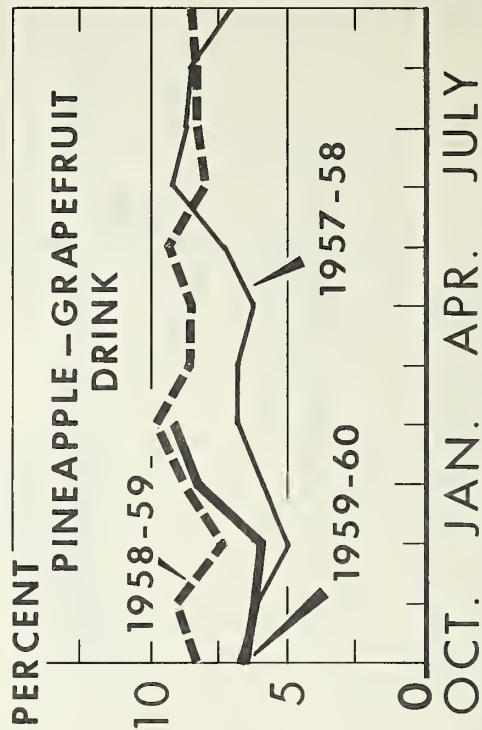
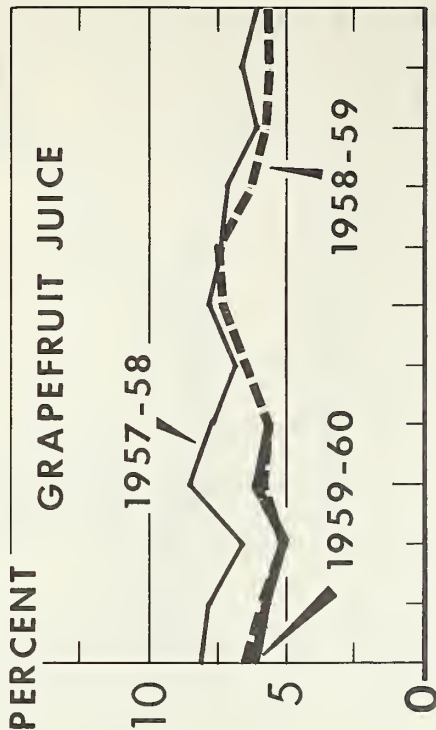
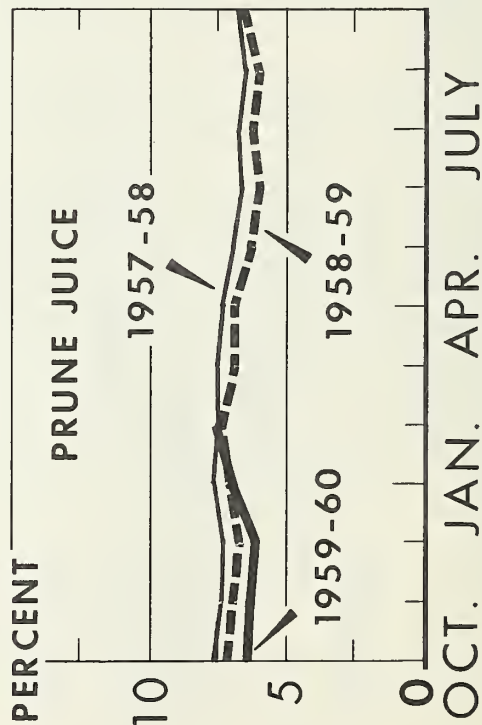
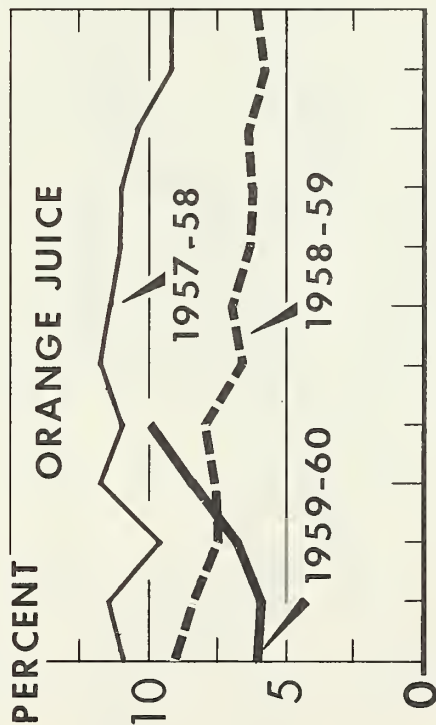


Table 18. FRESH TANGERINES: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date

Period 1/	Purchases			Families buying			Prices paid per dozen		
	1959-60	1958-59	1957-58	1959-60	1958-59	1957-58	1959-60	1958-59	1957-58
	1,000 boxes	1,000 boxes	1,000 boxes	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	2/404	2/100	2/349	0.2	0	0.2	2/48.6	2/50.4	2/46.4
Nov.	1,087	1,068	882	9.2	3.0	8.7	47.9	38.4	43.8
Dec.				18.2	20.4	17.5			
Oct.-Dec.		1,332	1,422						
Jan.	390	517	308	7.7	10.1	7.2	44.6	37.9	46.9
Feb.	84	224	90	2.4	4.5	2.4	49.1	35.8	44.5
Mar.		2/28	2/2/		.9	.4		2/	2/
Oct.-Mar.		2,128	1,839						
Apr.									
May									
Jun.									
Oct.-Jun.									
Jul.									
Aug.									
Sep.									
Season								39.1	44.9

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. Normal season runs from November through March. 2/ Too few purchases reported for analysis.

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